

PHILIP MORRIS ASIA INCORPORATED
INTER-OFFICE CORRESPONDENCE
25/F, UNITED CENTRE, HONG KONG

To: J. Myraole

Date: May 8, 1984

From: L. Cooper

Subject: ALPINE LUXURY LENGTH

Following specs are desired:

length - 90mm
Cir. - 24.8/25.0mm (24.8 preferred)
Tar Del. - 15mg or less
Blend - Player's Menthol (how does it compare with
Singapore Salem's menthol in smoke?)

Desire July launch; initial order 4MM sales projected at 2MM mo.

Is above achievable, if not, what are problems and timing?

Regards,



c.c. J. Pritchard
E. Butsch - NY
D. Snyder - NY
D. Tso
C.D. Gatenby
J. Gibson

LC/no

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